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HOMEMAKERS' CHAT
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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "Lucky You" Information from officials of the Production and Marketing Administration, U. S. Department of Agriculture

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Time was when turkey buying was an annual event. But times have changed considerably. Turkey is no longer exclusively a Thanksgiving or Christmas center piece. Anytime can be turkey time. And the birds have been tailored by the scientists so that they fit in apartment ovens.

And something else is happening to them. The homemaker is being introduced to a slick bird that is cleaned, drawn and ready for the oven. In the old days it was mostly the "New York dressed" birds that came her way. This did not mean that they wore a zoot suit with a reet pleat. "New York dressed" is simply the strip tease variety with the blood let and the feathers off. But the insides in.

As yet, the public is not completely aware of the eviscerated birds. Homemakers are still pointing to a plump, well fleshed bird in their grocers' showcase and saying: "That's for me. Would you please draw it while I wait?"

Now, many homemakers can take advantage of a brave new world full of turkeys that have all the distasteful features of preparations eliminated. Furthermore, many of these drawn birds have been Govern-inspected. This means that an inspector examines each turkey as it is drawn. Only wholesome birds get the inspector's O.K. These inspected birds can be identified by a label that reads: "Inspected for Wholesomeness by U. S. Department of Agriculture."

In addition to Govern ment-inspected birds, many turkeys are also Govern ment graded. This means that the gobbler is graded for his good looks. The Government grader gives the bird the professional once-over for shape, plumpness

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and condition of skin ... and tucks a tag under the web of the wing. This label tells whether the bird has A, B or C qualities.

The birds that graduate magnum cum laude get a Double A. This is so rare, however, that they are usually packed with the A birds.

"A" is for excellent table quality. "B" speaks for a fairly well fleshed bird with no major defects. And "C" just makes the grade.

Lucky homemaker! To have a qualified grader count the pin feathers and flesh bruises, and determine which turkeys are well-fleshed, soft, meated, and tender.

And this isn't all. The day may soon come when the carved bird will take his bow before a full house. Then you can step out the store with a pound of dark or light meat tucked under your arm.

Is there no end to turkey ingenuity?

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